

VISITOR EXPENDITURES BY CATEGORY

VISITOR SPENDING PATTERNS BY SELECTED MMA

Domestic U.S. West

Domestic U.S. East

International Japanese



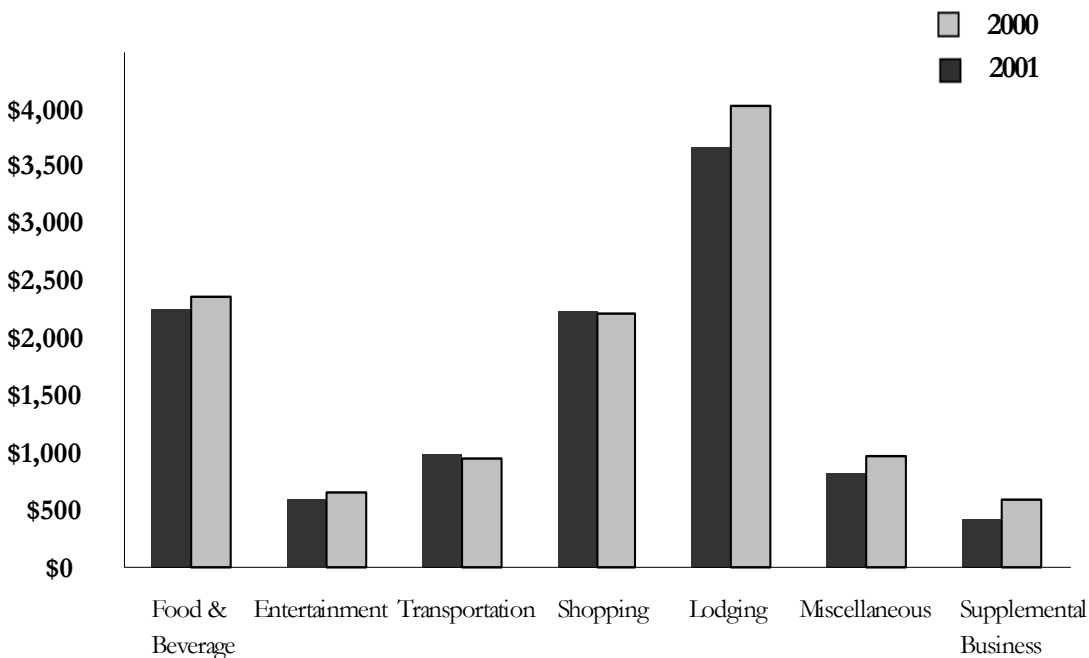
VISITOR EXPENDITURES BY CATEGORY

Lower visitor days resulted in a 7.3 percent decline in total visitor expenditures to \$10.1 billion.

Lodging, the largest expenditure category, fell 9.0 percent to \$3.3 billion but still comprised nearly 32 percent of total visitor expenditures. This decline mirrored the downward trend in the State's average hotel occupancy rate which dropped from 76.5 percent to 69.8 percent in 2001.

Food and beverage, the second largest category, was off by 4.7 percent to \$2.0 billion or 19.8 percent of the total. Partially offsetting these decreases was a 0.6 percent growth in shopping expenditures to \$2.0 billion, largely due increased spending for fashion merchandizes by U.S. West and Japanese visitors.

**FIGURE 10: Total Visitor Expenditures by Category: 2001 vs. 2000
(in millions)**



Source: DBEDT

VISITOR SPENDING PATTERNS BY SELECTED MMAS ^{1/}

Domestic U.S. West. Average daily spending for Domestic U.S. West visitors who stayed exclusively in hotels or condominiums rose 1.4 percent over the previous year to \$162 per day.

Lodging expenditures were lower (-4.2%) compared to 2000, but still accounted for 40.2 percent of total expenditures for these visitors. This group spent more on food and beverages than on shopping during the year. Food and beverage expenditures (+5.1%) rose to 23.3 percent of the total, while shopping (+20.8%) increased to a 15.3 percent share.

Domestic U.S. East. Per person per day expenditures for U.S. East visitors who stayed in hotels or condominiums exclusively dropped 6.4 percent to \$174.

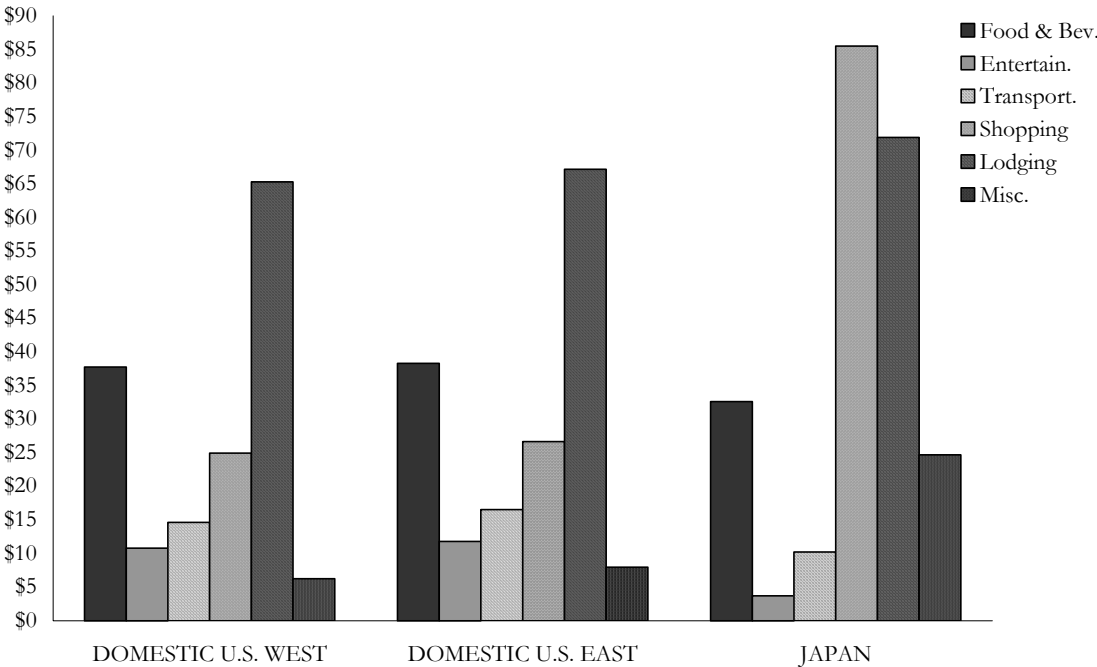
Lodging expenditures for this group of visitors declined (-6.9%) to comprised 38.7 percent of their total daily spending. Similar to U.S. West travelers, this group's spending on food and beverages also rose (+0.9%) to 22.1 percent of the total. Shopping fell (-3.1%) to a 15.4 percent share of total expenditures, due to a drop in spending for fashion and souvenirs.

International Japanese. Spending by Japanese visitors who stayed only in hotels or condominiums increased 3.4 percent to \$245 per person per day. Lodging expenses fell 13.6 percent to averaged \$72 per day, comprising a 29.3 percent share of daily expenditures. Shopping expenditures rose 19.4 percent from the previous year to account for 35 percent of the daily spending by this market. Japanese visitors spent three times as much per day shopping than their U.S. mainland counterpart. Daily spending on food, beverages, entertainment and transportation by Japanese visitors was lower than visitors from the U.S. mainland.

TECHNICAL NOTES

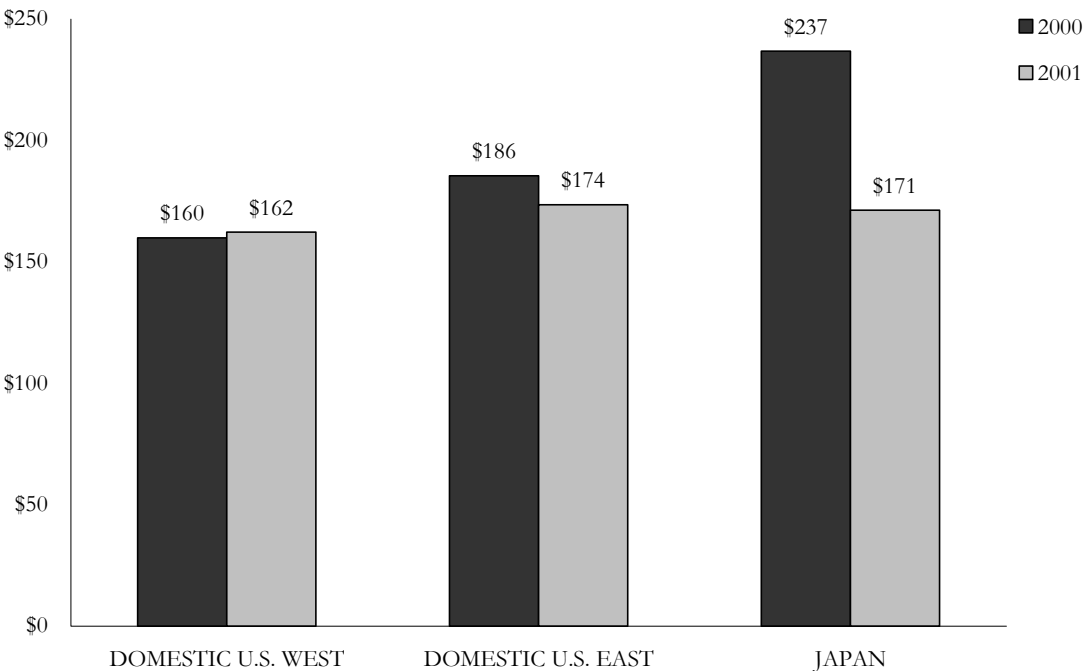
It must be noted that total lodging expenditures from the visitor surveys are higher than total revenues based on the transient accommodation tax (TAT). The lodging expenditures reported by visitors include taxes and tips, and may also include other purchases at the hotel. They also included payments for short-term rent of apartments and houses that may not be covered by the TAT. Total expenditures take into account the visitors who did not stay at hotels during their vacation in Hawaii.

FIGURE 11: 2001 Per Person Per Day Spending by Category and Selected MMA



Source: DBEDT

FIGURE 12: Per Person Per Day Spending by Selected MMA: 2001 vs. 2000



Source: DBEDT

TABLE 52: Visitor Expenditures by Category: 2001 vs. 2000
(In Millions of Dollars)

Expenditure Type	2001	2000	% change
GRAND TOTAL	10,121.30	10,918.13	-7.3
Total Food & Beverage	2,005.2	2,104.2	-4.7
Food at restaurant	1,265.9	1,315.7	-3.8
Other food and groceries	739.3	788.5	-6.2
Total Entertainment	528.7	583.3	-9.4
Total Transportation	887.8	849.1	4.6
Interisland Travel	224.1	199.1	12.6
Ground Transportation	85.0	88.2	-3.7
Rental Vehicles	454.2	456.6	-0.5
Gasoline and Parking	100.4	91.1	10.2
Other Transportation Expenses	24.1	14.2	69.2
Tour Pak Expense Not Allocated	330.9	419.9	-21.2
Total Shopping Expenditures	1,991.3	1,980.3	0.6
Total Fashion	1,251.4	1,186.2	5.5
Clothing	593.8	647.8	-8.3
Jewelry and Watches	341.6	315.2	8.4
Cosmetics and Perfumes	70.3	56.3	24.9
Leather Goods	245.7	167.0	47.2
Other Fashion Items	203.6	329.6	-38.2
Hawaii Food Products	102.0	102.4	-0.4
Total Souvenirs	434.3	362.1	19.9
Total Lodging ^{1/}	3,263.3	3,587.9	-9.0
All Other/Miscellaneous	738.3	871.0	-15.2
Supplemental Business Spending	376.0	522	-28.0

^{1/} This category only applies to visitors staying in hotels and condominiums.
Source: DBEDT

TABLE 53: Domestic U.S. West Personal Daily Spending by Category: 2001 vs. 2000

Expenditure Type	2001	2000	% change
GRAND TOTAL	162.4	160.1	1.4%
Total Food & Beverage	37.8	35.9	5.1%
Food at Restaurant	24.0	22.1	8.8%
Dinner Shows and Cruises	3.9	4.7	-16.0%
Dinner Shows	2.8	3.1	-11.8%
Dinner or Lunch Cruise	1.2	1.6	-24.4%
Night Club/Bars	3.2	2.9	10.6%
Groceries	6.6	6.3	5.5%
Total Entertainment	10.8	11.5	-6.1%
Attractions	4.3	4.7	-9.2%
Sports	5.9	6.1	-3.1%
Other Entertainment	0.7	0.8	-11.4%
Total Transportation	14.6	12.7	15.1%
Interisland Travel	1.7	1.8	-7.5%
Ground Transportation	9.3	8.2	13.6%
Rental Vehicles	1.3	1.1	20.8%
Gasoline	1.3	1.0	33.5%
Parking Expense	1.1	0.7	57.9%
Tour Pak Expense Not Allocated	2.7	4.7	-42.7%
Total Shopping Expenditures	24.9	20.6	20.8%
Total Fashion	18.3	15.6	17.7%
Fashion and Clothing	9.2	8.1	14.5%
Clothing (Casual)	6.9	5.9	18.1%
Clothing (Designer Wear)	2.3	2.2	5.0%
Jewelry and Watches	5.6	4.3	31.7%
Cosmetics and Perfumes	0.4	0.3	29.7%
Leather Goods	0.3	0.3	-14.1%
Other Fashion Items	2.8	2.6	6.6%
Hawaii Food Products	1.9	1.4	31.0%
Total Souvenirs	4.7	3.6	30.5%
Total Lodging ^{1/}	65.3	68.1	-4.2%
All Other/Miscellaneous	6.3	6.5	-3.3%
Sample Size	1,410	1,532	

^{1/} This category only applies to visitors staying in hotels and condominiums.
Source: DBEDT

TABLE 54: Domestic U.S. East Personal Daily Spending by Category: 2001 vs. 2000

Expenditure Type	2001	2000	% change
GRAND TOTAL	173.6	185.6	-6.4%
Total Food & Beverage	38.3	37.9	0.9%
Food at Restaurant	25.0	25.3	-1.3%
Dinner Shows and Cruises	5.7	5.7	-0.9%
Dinner Shows	3.9	3.7	6.8%
Dinner or Lunch Cruise	1.7	2.0	-15.0%
Night Club/Bars	2.7	2.7	-0.3%
Groceries	4.9	4.2	18.0%
Total Entertainment	11.8	12.8	-7.8%
Attractions	7.2	6.5	9.8%
Sports	3.9	5.5	-29.5%
Other Entertainment	0.7	0.7	-0.4%
Total Transportation	16.6	17.5	-5.4%
Interisland Travel	3.9	3.7	3.1%
Ground Transportation	8.8	9.8	-10.5%
Rental Vehicles	1.6	1.6	1.3%
Gasoline	1.3	1.2	6.5%
Parking Expense	1.0	1.1	-11.4%
Tour Pak Expense Not Allocated	5.2	6.1	-14.0%
Total Shopping Expenditures	26.7	27.5	-3.1%
Total Fashion	19.4	20.3	-4.2%
Fashion and Clothing	8.7	9.6	-8.7%
Clothing (Casual)	6.5	6.9	-6.3%
Clothing (Designer Wear)	2.2	2.6	-15.0%
Jewelry and Watches	6.4	5.7	12.8%
Cosmetics and Perfumes	0.4	0.3	32.1%
Leather Goods	0.3	0.3	1.2%
Other Fashion Items	3.5	4.4	-19.5%
Hawaii Food Products	1.8	1.6	11.1%
Total Souvenirs	5.5	5.6	-3.0%
Total Lodging ^{1/}	67.1	72.1	-6.9%
All Other/Miscellaneous	8.0	11.7	-31.7%
Sample Size	1,937	2,287	

^{1/} This category only applies to visitors staying in hotels and condominiums.

Source: DBEDT

TABLE 55: International Japanese Personal Daily Spending by Category: 2001 vs. 2000

Expenditure Type	2001	2000	% change
GRAND TOTAL	245.1	236.9	3.4%
Total Food & Beverage	32.6	24.2	34.9%
Food at Restaurant	23.4	13.6	71.7%
Dinner Shows and Cruises	0.0	2.2	-99.8%
Groceries	6.0	2.8	116.0%
Other Food Expenditures	3.2	5.5	-42.0%
Total Entertainment ^{1/}	3.7	2.0	81.1%
Total Transportation	11.8	7.9	50.7%
Interisland Travel	6.1	4.6	32.3%
Ground Transportation	0.9	0.8	13.5%
Rental Vehicles	2.9	1.9	56.8%
Gasoline and Parking	0.2	0.1	72.4%
Other Transportation Expenditures	1.6	0.4	319.0%
Tour Pak Expense not allocated	14.7	12.9	13.8%
Total Shopping Expenditures	85.7	71.8	19.4%
Total Fashion	56.8	43.8	29.8%
Fashion and Clothing	18.0	17.8	1.3%
Jewelry and Watches	8.8	8.3	6.0%
Cosmetics and Perfumes	5.0	3.3	52.8%
Leather Goods	24.9	14.4	73.4%
Hawaii Food Products	1.6	2.1	-24.5%
Other Shopping	4.7	12.5	-62.8%
Total Souvenirs	22.7	13.4	68.8%
Total Lodging ^{1/}	71.9	83.3	-13.6%
All Other/Miscellaneous	24.7	34.9	-29.3%
Sample Size	15,319	19,967	

^{1/} This category only applies to visitors staying in hotels and condominiums.

Source: DBEDT

TABLE 56: Other MMAs Personal Daily Spending by Category: 2001 (in dollars)

Expenditure Type	Canada	Other Asia	Europe	Oceania	Other
GRAND TOTAL	165.5	193.1	179.8	192.2	183.4
Total Food & Beverage	33.2	26.0	31.5	38.7	30.9
Food at Restaurant	20.0	12.6	21.1	21.7	16.8
Dinner Shows and Cruises	2.5	3.6	2.1	3.3	2.2
Groceries and Snacks	5.5	3.7	4.1	5.7	5.1
Other Food Expenditures	5.1	6.1	4.2	8.0	6.8
Entertainment and Recreation	6.2	6.5	5.3	6.8	5.2
Total Transportation	22.7	12.8	17.6	17.0	13.3
Interisland Travel	8.7	3.3	5.4	4.9	2.5
Ground Transportation	3.4	1.7	3.6	3.6	3.7
Rental Vehicles	8.3	4.3	7.2	6.2	5.1
Gasoline, Parking, etc.	1.1	0.5	0.9	1.1	0.9
Other Transportation Expenditures	1.2	3.1	0.6	1.3	1.1
Total Shopping Expenditures	18.0	43.9	15.8	32.9	32.8
Total Fashion	9.3	21.5	8.6	20.9	20.7
Fashion and Clothing	6.9	9.8	4.8	13.7	15.1
Jewelry and Watches	2.0	5.2	2.5	4.9	3.1
Cosmetics and Perfumes	0.2	3.3	0.4	1.6	1.4
Leather Goods	0.2	3.2	0.9	0.7	1.2
Hawaii Food Products	1.5	3.4	0.8	0.9	1.2
Souvenirs	4.2	4.8	4.2	6.4	4.4
Other Shopping	2.9	14.3	2.2	4.7	6.5
Total Lodging ^{1/}	67.1	57.9	76.2	63.4	67.6
All Other Expenses	11.5	33.3	19.8	22.0	28.6
Tour Packages	6.9	12.5	13.5	11.5	4.9
Sample Size	1622	1229	216	896	349

^{1/} This category only applies to visitors staying in hotels and condominiums.
Source: DBEDT

TABLE 57: 2001 Package Expenditures and Components by MMA

	Canada	Japan	Other Asia	Europe	Oceania	Other
% of People Traveling on Package	29.3%	86.2%	56.9%	41.2%	56.0%	27.7%
Package Price Per Person Per Trip	\$1,624.82	\$1,353.78	\$1,018.60	\$2,213.24	\$1,669.20	\$1,609.63
% of Packages That Included:						
Interisland Airfare	47.0%	9.4%	27.3%	21.8%	33.7%	19.6%
Interisland Cruise	2.0%	0.0%	3.8%	1.3%	0.8%	1.0%
Rental Car	29.7%	1.1%	15.6%	26.9%	18.7%	10.3%
Meals	19.1%	30.9%	83.8%	11.5%	12.1%	7.2%
Trip to Another State/Country	1.8%	2.8%	4.7%	57.7%	23.1%	16.5%
Sightseeing		12.3%				
Other		2.3%				
Trolley		39.1%				
Sample Size for Packages:	455	12820	469	78	481	97

TABLE 57: 2001 Package Expenditures and Components by MMA (Continued)

	US East	US West
% of People Traveling on Package	35.1%	30.2%
Package Price Per Person Per Trip	\$1,446.83	\$1,144.54
% of Packages That Included:		
Interisland Airfare	28.2%	28.4%
Interisland Cruise	0.5%	0.1%
Rental Car	39.7%	56.9%
Trip to Another State/Country	0.0%	0.0%
Ground Transportation	44.1%	30.8%
Breakfast	21.2%	16.1%
Lunch	3.5%	2.4%
Dinner	4.0%	3.2%
Optional Tours	5.7%	4.1%
Other	5.7%	4.0%
Package Was Free	0.2%	0.3%
Sample Size for Packages:	985	850